

# Goal

Enhancing the convenience of access to products and services at UTM

## objectives

Making payment convenient at UTM

Easier to re-charge and access Utor-account

Making the TCards more durable and reliable

## Plans

QR Code readers at service locations  
by September 2010

Replace Tcards chip technology with QR Code  
by September 2010

downloadable QR code that can be  
accessed from a mobile device

Allowing students to add money to their  
account stored within the QR code

## Strategies

Connecting UTM with  
QRCode distributors

Accumulating all resources needed to  
produce efficient QR Coding.  
Get students involved in viral Marketing

Creating a financial account on ROSI  
Incorporating any premium fees

section on ROSI where a QR code can be  
downloaded on mobile device

## Tactics

-Negotiate a price with distributors  
-incorporate readers in different UTM locations

- Incorporating 2-Dimensional QR Codes  
-Negotiating changes with UTM Card designers

-Social Media  
-Viral Marketing  
-Word of Mouth

-Allow Print/web accessible feeds/means.  
-Instruct the students on proper use  
-form of privacy documentation.

-Build a user-friendly web database  
-Create a method of Syncing with student visa/debit  
-physical and virtual receipts